

**Amendment to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1 (currently amended): A method of generating notifications in a notifications system, said notifications system being configured to provide notifications to subscribers via a data communication network, said notifications containing content provided by one or more content providers, said method comprising:

receiving a parameter-driven template from a content provider, said template relating to a category specified by the content provider, said template containing one or more parameters specified by the content provider, said parameters defining a plurality of events specified by the content provider and relating to the specified category, each of said events comprising a recurring event specified by the content provider, said parameters relating to a subscription for notifications and specifying a predefined scheduled time for the notifications to occur;

enabling a notifications application based on the received template, said notifications application mapping the latest recurring event of the specified category to one or more subscribers as a function of the parameters specified by the content provider; and

executing the notifications application on a recurring basis to generate a notification in accordance with the predefined scheduled time specified by the received parameter-driven template parameters, wherein the notification is generated based on matching response to the latest recurring event of the specified category with ~~and to deliver the notification to the subscribers of the specified category, and wherein the generated notification is delivered to the subscribers of the specified category on a recurring basis in accordance with the predefined scheduled time defined by the received parameter-driven template parameters.~~

Claim 2 (original): The method of claim 1, further comprising providing the template to the content provider for completion by the content provider.

Claim 3-4 (canceled).

Claim 5 (currently amended): The method of claim [[4]]1, wherein one of the parameters specified by the content provider relates to delivery of the notifications at a predetermined time of day.

Claim 6 (original): The method of claim 5, further comprising matching a most recent instance of the recurring event to the subscription to generate the notifications for delivery at the predetermined time of day.

Claim 7 (original): The method of claim 4, wherein one of the parameters specified by the content provider relates to delivery of the notifications upon occurrence of the recurring event.

Claim 8 (original): The method of claim 7, further comprising matching the recurring event to the subscription to generate the notifications for broadcast delivery upon occurrence of the recurring event.

Claim 9 (original): The method of claim 1, further comprising providing a user interface for the subscribers to manage the subscription.

Claim 10 (previously presented): The method of claim 1, wherein the notifications relate to one or more of following categories: horoscope, lottery, and news.

Claim 11 (original): The method of claim 1, further comprising defining the template based on common features of a plurality of notifications applications.

Claim 12 (original): The method of claim 1, wherein enabling the notifications application based on the received template includes creating an application definition file that describes the notifications application.

Claim 13 (previously presented): One or more computer-readable storage media having computer-executable instructions for performing the method of claim 1.

Claim 14 (currently amended): A computer-readable storage medium having a data structure stored thereon, said data structure defining an application for use in a notifications system, said notifications system being configured to execute the defined application for providing notifications to subscribers via a data communication network, said notifications containing content provided by one or more content providers, said data structure comprising:

a user interface template configured to contain information for defining a user interface corresponding to the application for managing the subscription of the user, said interface allowing the user to select a category, wherein a subscription is generated for the user from the user interface template, said subscription indicating that the user wants to receive notifications related to the selected category;

a scenario template configured to contain information for defining the application, said scenario template having one or more parameters specified by the content provider and relating to a subscription for notifications, wherein the scenario template includes a category component defining a plurality of events specified by the content provider and relating to a category specified by the content provider, for which the notifications are to be generated, each of said events relating to a recurring event specified by the content provider;

a notification generation component responsive to an event feed for mapping a recurring event to one or more subscribers as a function of the parameters specified by the content provider and as a function of the subscription of the subscriber, said notification generation component ~~and~~ generating a notification for the recurring event ~~therefor~~; and

a delivery component for routing the notification to the subscribers of the specified category related to the event.

Claim 15-16 (canceled).

Claim 17 (currently amended): The medium of claim ~~[[16]]~~14, wherein one of the parameters specified by the content provider relates to delivery of the notifications at a predetermined time of day.

Claim 18-19 (canceled).

Claim 20 (previously presented): The medium of claim 14, wherein the notifications relate to one or more of following topics: horoscope, lottery, and news.

Claim 21 (previously presented): The medium of claim 14, wherein the scenario template is based on common features of a plurality of notifications applications.

Claim 22 (currently amended): A system configured for generating and delivering notifications to subscribers via a data communication network, said notifications containing content provided by one or more content providers, said system comprising:

a computing device coupled to a data communication network and configured to receive:  
a subscription from a subscriber specifying a category for which the subscriber wants to receive notifications of events relating to the specified category;

a parameter-driven template from a content provider via the data communication network, said template containing information provided by the content provider and relating to a subscription for notifications, said template relating to a category specified by the content provider, said template containing one or more parameters specified by the content provider, said parameters defining a plurality of events specified by the content provider and relating to the category, each of said events relating to a recurring event specified by the content provider, said parameters relating to a subscription for notifications and specifying a predefined scheduled time for the notifications to occur;

a computer-readable medium storing computer-executable instructions to be executed on the computing device to enable a notifications application based on the template, said notifications application mapping the recurring event to one or more subscribers as a function of the parameters specified by the content provider on a recurring basis in accordance with the predefined scheduled time defined by the parameter-driven template parameters and delivering

wherein the generated notification is delivered to the subscribers of the specified categories on a recurring basis in accordance with the predefined scheduled time specified by the received parameter-driven template parameters~~in response to the recurring event.~~

Claim 23-24 (canceled).

Claim 25 (currently amended): The system of claim ~~24~~22, wherein one of the parameters specified by the content provider relates to delivery of the notifications at a predetermined time of day.

Claim 26 (canceled).

Claim 27 (original): The system of claim 22, wherein the computing device is further configured to receive another parameter-driven template from the content provider via the data communication network, said other template containing information provided by the content provider and defining a user interface corresponding to the application for managing the subscription.

Claim 28 (original): The system of claim 22, wherein the notifications relate to one or more of following topics: horoscope, lottery, and news.

Claim 29 (original): The system of claim 22, wherein the template is based on common features of a plurality of notifications applications.

Claim 30 (original): The system of claim 22, wherein the computer-readable medium further stores computer-executable instructions to be executed on the computing device to create an application definition file that describes the notifications application.

Claim 31 (original): The system of claim 30, further comprising a subscription store configured to store notification offerings described by the application definition file.

Claim 32 (original): The system of claim 31, wherein the computer-readable medium further stores computer-executable instructions to be executed on the computing device to validate incoming subscription management requests and commit the requests to the subscription store.

Claim 33 (original): The system of claim 22, wherein the computer-readable medium further stores computer-executable instructions to be executed on the computing device to generate the notification based on matching external events with corresponding subscriptions.

Claim 34 (original): The system of claim 22, wherein the computer-readable medium further stores computer-executable instructions to be executed on the computing device to deliver the notification to the system.

Claim 35 (original): The system of claim 22, wherein the template is predefined and re-usable.

Claim 36 (currently amended): A notification system for generating and delivering notifications to subscribers, said notifications containing content provided by one or more content providers, said system comprising:

a computing device coupled to a data communication network, said computing device being configured to receive a parameter-driven template from a content provider via the data communication network, said template containing information provided by the content provider and relating to a subscription for notifications, said template relating to a category specified by the content provider, said template containing one or more parameters specified by the content provider, said parameters defining a plurality of events specified by the content provider and relating to the category, each of said events relating to a recurring event specified by the content provider, said parameters relating to a subscription for notifications and defining a predefined scheduled time for the notifications to occur;

a subscription store associated with the computing device, said subscription store being configured to store one or more notification offerings described by an application definition file, said application definition file being generated from the received a parameter-driven template, said application definition file including the predefined scheduled time for the notifications to occur; and

a computer-readable medium storing computer-executable instructions to be executed on the computing device to enable a notifications application to execute on a recurring basis according to the predefined scheduled time for the notifications occur included in the application definition file, said notifications application delivering the notification to the subscribers on a recurring basis in accordance with the predefined scheduled time included in the application definition file wherein the notifications application maps the latest recurring event of the



specified category to one or more subscribers as a function of the parameters specified by the content provider in response to a recurring event.

Claim 37-38 (canceled).

Claim 39 (currently amended): The system of claim ~~38~~36, wherein one of the parameters specified by the content provider relates to delivery of the notifications at a predetermined time of day.

Claim 40 (canceled).